

HEIDI K. ROJEK



ABOUT ME

Having run two businesses for the past 8 years, I know what it takes to align a company for success. I'm a marketing and graphic design specialist with more than 25 years of experience. I have extensive experience successfully marketing through social media, email campaigns, SEO, website design, and print design. I am a passionate photographer, and you can find my photography on Instagram/Bullwinklephotography.



SOFTWARE

Wordpress
Skill level: Expert
Zoho Creator
Various CRMs

Adobe:
InDesign
Photoshop
Illustrator
Acrobat Pro
Lightroom
FTP
Microsoft Suite

CONTACT ME



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EDUCATION

High School Graduate, 1984, Livermore, CA



WHY I'M PERFECT FOR A STARTUP

I successfully launched a startup and grew it to a quarter million dollar company over 7 years. I eat, sleep, and breath marketing and design. Not afraid of new technology, although it often makes me want to tear my hair out. I'm fully familiar with the rollercoaster ride.



SUCCESSIONS

Launched two companies with only \$12,000 at a kitchen table and grew them into quarter million dollar companies with a staff of five.

Successfully launched an smartphone app development business with more than 100 iOS and Android apps.

Became one of only a few thriving book review publications in the nation.

Created an iTunes #1 Bestselling App for 2 weeks straight.

Became the first book review magazine available on Apple Newsstand.



DETAILED EXPERIENCE

PRESIDENT & CEO

September 2008 - Present

GOLOCALAPPS & CITY BOOK REVIEW

I am the creative arm of both companies, handling all aspects of corporate and product branding, advertising, social media, magazine layout, website design and maintenance (multiple websites for ourselves and clients). I respond to proposal requests, create email campaigns, and conduct research and development for smartphone app design.

I've been the sole marketing and design person for both companies. Everything you see both online and in print for my companies or for our clients have been my designs. The various websites I've worked on are listed on page two of my resume.

As you can imagine, news, magazine, and app technology is an ever-changing animal. You keep up or go out of business. I've successfully had a hand in creating not only one, but two of the most successful book review and app development firms in the U.S. It's become a highly competitive market that requires constant attention and ever-changing strategy. It's no secret that newspapers and magazines have met challenges over the last several years.

Portfolio:

GoLocalApps.com | Sanfranciscobookreview.com | Citybookreview.com | Seattlebookreview.com
Manhattanbookreview.com | Tulsabookreview.com | AppToolkit.io | Instagram/bullwinklephotography

FREELANCE MARKETING & DESIGN

2010 - 2015

LOCUS TECHNOLOGIES

Been involved with Locus in one capacity or another since 1993. Now, I handle their social media accounts, format their proposals. In the past few months, I've rebranded their corporate templates to be sleek and modern.

MANAGER, MARKETING SERVICES

2006 - 2009

TCI CORPORATION/SPX

Managed a marketing department staff of three, maintained their website content, designed new brochures, prepared government proposals.

DIRECTOR, MARKETING SERVICES

1993 - 2006

LOCUS TECHNOLOGIES

Corporate branding, brochure design, trade show coordination and booth design, prepared both private-sector and government proposals, maintained website.